



Visiba Care Recognized for

2021

Enabling Technology Leadership

European Telehealth Industry

Excellence in Best Practices

Best Practices Criteria for World-Class Performance

Frost & Sullivan applies a rigorous analytical process to evaluate multiple nominees for each Award category before determining the final Award recipient. The process involves a detailed evaluation of best practices criteria across two dimensions for each nominated company. Visiba Care excels in many of the criteria in the telehealth space.

AWARD CRITERIA	
<i>Technology Leverage</i>	<i>Customer Impact</i>
Commitment to Innovation	Price/Performance Value
Commitment to Creativity	Customer Purchase Experience
Stage Gate Efficiency	Customer Ownership Experience
Commercialization Success	Customer Service Experience
Application Diversity	Brand Equity

Enabling Digital Transformation in the Healthcare Space

Founded in 2014, Visiba Care is a Sweden-based company providing an innovative virtual care platform for online healthcare consultations and AI based patient history assessment and triage. Today, the company is a leading telehealth provider in Sweden, a country with one of the most digitally advanced healthcare systems in Europe. Frost & Sullivan admits that serving as a primary telehealth vendor in this country is an impressive achievement for Visiba Care.

“Aiming to empower healthcare providers and improve people’s health and wellbeing, the company supports the whole spectrum of healthcare stakeholders: from smaller clinics to large healthcare organizations, both in the public and private sector.”

- Pavel Zhebrouski, Best Practices Research Analyst

Aiming to empower healthcare providers and improve people’s health and wellbeing, the company supports the whole spectrum of healthcare stakeholders: from medium sized clinics to large healthcare organizations, both in the public and private sector. Visiba Care understands that various market participants have multiple needs. As such, it brings its unique white-label virtual care platform providing a complete solution that allows healthcare providers to

quickly and easily get their digital practice up and running with their brand.

The virtual care platform is scalable, and it empowers healthcare facilities to configure functionalities and workflows to fit different needs. With Visiba Care’s virtual care platform, healthcare providers adapt to the virtual care delivery method more easily. The company’s agile business model enables a quick response as the market dynamics evolve.

Visiba Care's virtual care platform enables smooth, safe, and resource efficient digital interactions between patients and healthcare providers. The patients connect through a user-friendly patient portal (native app or web portal) and the healthcare staff through an intuitive web interface. The platform supports healthcare and patient-initiated bookings of online and physical appointments. Online consultations features include video or messaging. Specifically, up to 10 people can simultaneously participate in a video consultation. In addition, patients and healthcare professionals can securely share documents, photos and files through the platform.

In 2019, the company also launched its ground-breaking medical history and AI-triage tool, Red Robin, as part of the platform. Red Robin is especially designed for use in digital and physical healthcare flows. While leveraging AI, Red Robin guides the patients through the healthcare pathway and supports clinicians with medical assessments and prioritization, thus ensuring a more resource efficient and focused consultation and improved demand management. When activated in the platform, Red Robin is the first patient contact, asking questions about the patient's medical history and current medical concerns in a chat-based interface. The follow-up questions come from the patient's previous responses and consider the medical history, demographical data and various risk factors. Based on the results, Red Robin calculates the most likely diagnoses and, depending on the healthcare provider's tool configuration, refers the patient to the right care level, specialty, and consultation channel.¹

Red Robin's medical core comes from the content created by medical experts as well as medical literature; all of the questions are relevant, easy to understand, and simple to answer. This content has the independent senior clinicians' validation and matches against real patient cases by qualified healthcare personnel in various expertise areas - such as nurses, doctors, and psychologists.²

Bringing Value for the Customers

The Visiba Care virtual care platform distinctly differentiates in the market with its full customization capabilities and ease-of-use, allowing healthcare providers to deploy their brand and configure necessary features. The platform is straightforward to implement and does not require specific technical skills to operate. Furthermore, it is flexible and able to work in different environments while ensuring

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complete integration with electronic health records. As a result, the platform eases the administrative burden and enables physicians to spend quality time serving patients.

Visiba Care's solution empowers care continuity and consistency through virtual visits and AI triage, delivering a unique value proposition for healthcare providers and patients. With its novel virtual care platform and customer-centric approach, the company gains wide recognition from customers across various application areas,

¹ <https://www.visibacare.com/red-robin/>, accessed June 2021

² <https://www.visibacare.com/red-robin/quality-and-validation/>, accessed June 2021

such as primary and secondary care, youth clinics, and mental health. Today, Visiba Care leads the market for digital healthcare consultations in Sweden, trusted by more than half of Sweden's regions and county councils and numerous public and private healthcare providers.

Notably, Visiba Care support connecting its platform with 1177.se, Sweden's national health portal, through deep linking. Patients are also delighted by their healthcare providers' online consultations, scoring at a 98% satisfaction rate and keeping up with their online appointments, reducing the average 'did not attend rate' to 1%.³

Visiba Care nurtures close relationships with its customers to understand their needs and the market shifts they experience. Working with clients and partners, Visiba Care continuously develops the platform's functionality and user-friendliness. As a result, platform functionality correctly corresponds to end-users' actual needs. Furthermore, the company remains informed and close to customers' experienced needs, collecting their feedback, sharing best practices, and driving industry-wide innovations for broader customer success. Frost & Sullivan appreciates how Visiba Care's client-oriented approach adds true value to customers' operations and contributes to the population's wellbeing.

The company also actively supports customers in the COVID-19 pandemic period. Specifically, Visiba Care's platform equips healthcare providers with the right tool to perform online consultations via video, messaging, and virtual drop-in. From the pandemic's introduction, Visiba Care has enabled over 1,500 clinics to provide digital care and serve patients online. The company also developed customized solutions for the patient app to support healthcare professionals in this challenging period. It integrates a COVID-19 form with questions based on coronavirus symptoms, and it also incorporates coronavirus symptoms in the standard respiratory condition forms.⁴

With a remarkable can-do attitude, Visiba Care is well-positioned for the current and upcoming trends in the healthcare industry, facing the most pressing market challenges while providing innovative solutions in compliance with international standards. Specifically, all of its solutions are Fast Healthcare Interoperability Resources compliant and CE marked.

The company continues its vital development (with a 250% growth in 2020 revenues from the boost in telehealth due to the pandemic) through 2,200 clinics powered by its solutions, 34,000 healthcare professionals as users, and over seven million patients engaging the Visiba Care-powered apps. Furthermore, the company strives to increase its presence in different regions such as Norway, Finland, the Netherlands, and the United Kingdom while bringing value to customers through robust, reliable, and innovative solutions. Frost & Sullivan lauds Visiba Care for its ongoing excellence and leadership role in setting new market standards for the digital healthcare market.

³ *How we are supporting healthcare providers to manage COVID-19*, <https://www.visibacare.com/en-gb/coronavirus-digital-support/>, accessed June 2021

⁴ Ibid.

Conclusion

The connected healthcare landscape continues to grow with digital technologies designed to help patients and providers becoming more tightly integrated and tackling challenges such as aging populations, rising chronic disease prevalence, medical staff shortages, and quality of care. Furthermore, the COVID-19 pandemic has disrupted the usual medicine practices and healthcare delivery worldwide.

Responding to these challenges and trends, Visiba Care provides its remarkable white-label virtual care platform, offering a complete solution that allows healthcare organizations to quickly and easily get their digital practices up and running with their brand. With its innovative solution, Frost & Sullivan analysts applaud the way that the company properly transforms the healthcare space – all while bringing impressive value to both patients and caregivers.

With its innovative mindset, strong overall performance, and customer-driven approach, Visiba Care earns the 2021 Frost & Sullivan Enabling Technology Leadership Award in the telehealth industry.

What You Need to Know about the Enabling Technology Leadership Recognition

Frost & Sullivan's Enabling Technology Leadership Award recognizes the company that applies its technology in new ways to improve existing products and services and elevate the customer experience.

Best Practices Award Analysis

For the Enabling Technology Leadership Award, Frost & Sullivan analysts independently evaluated the criteria listed below.

Technology Leverage

Commitment to Innovation: Continuous emerging technology adoption and creation enables new product development and enhances product performance

Commitment to Creativity: Company leverages technology advancements to push the limits of form and function in the pursuit of white space innovation

Stage Gate Efficiency: Technology adoption enhances the stage gate process for launching new products and solutions

Commercialization Success: Company displays a proven track record of taking new technologies to market with a high success rate

Application Diversity: Company develops and/or integrates technology that serves multiple applications and multiple environments

Customer Impact

Price/Performance Value: Products or services provide the best value for the price compared to similar market offerings

Customer Purchase Experience: Quality of the purchase experience assures customers that they are buying the optimal solution for addressing their unique needs and constraints

Customer Ownership Experience: Customers proudly own the company's product or service and have a positive experience throughout the life of the product or service

Customer Service Experience: Customer service is accessible, fast, stress-free, and high quality

Brand Equity: Customers perceive the brand positively and exhibit high brand loyalty

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- **ROI & Margin:** Implementation Excellence
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The Innovation Generator™

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- **Mega Trend (MT)**
- **Business Model (BM)**
- **Technology (TE)**
- **Industries (IN)**
- **Customer (CU)**
- **Geographies (GE)**

